

Rep Order# 6840585  
EC'd Yes

Ver# 1  
Status New

Traffic Order# 197645  
Printed: 08/10/2012 8:29 AM  
Last Received: 08/10/2012 8:28 AM  
Showing Buylines: All Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) WILSON FOR NM SENAT  
Product WILSON FOR SENATE  
Estimate# 814820  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E WLSN/ORDR/814820  
Flight Dates 08/14/2012 - 08/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---									
SC=*									
Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Time	Rate
1		NWS 13 ON FOX2	08/14-08/14	1	\$1,000.00	:30	1	9P-930P	\$1,000.00
Rating: 4.8									
2		NWS 13 ON FOX2	08/15-08/15	1	\$1,000.00	:30	1	9P-930P	\$1,000.00
Rating: 4.8									
3		NWS 13 ON FOX2	08/20-08/20	1	\$1,000.00	:30	1	9P-930P	\$1,000.00
Rating: 3.7									
4		NWS13-FOX 2 B	08/20-08/20	1	\$700.00	:30	1	930P-10P	\$700.00
Rating: 3.5									
5		NWS13-FOX 2 B	08/18-08/18	1	\$325.00	:30	1	930P-10P	\$325.00
Rating: 1.9									
6		HOUSE	08/18-08/18	1	\$200.00	:30	1	6P-7P	\$200.00
Rating: 6.9									
7		SYTYCD	08/15-08/15	1	\$2,000.00	:30	1	7P-9P	\$2,000.00

---REPORT TOTALS---  
Report Totals: 7 / \$6,225.00

---SALES MONTHLY TOTALS---

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Aug 12: 7 / \$6,225.00  
Sales Totals: 7 / \$6,225.00  
Station Totals: 7 / \$6,225.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

---COMPETITIVE COMMENTS---

EST SAHRES

Market Totals	\$88,929	CABL 0%	KASA 7%	KASY 0%	KLUZ 0%	KOAT 41%
		KOB 19%	KRQE 33%	KWBQ 0%		

Books JUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

# Spot Manager: All, 08/14/12-08/20/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 1

Time Period: 9p-930p

197645 06840585 814820

08/14/12

:30 P3

9:18:57 PM WILSON FOR HW0512TV

\$1,000.00

Line: 2

Time Period: 9p-930p

197645 06840585 814820

08/15/12

:30 P3

9:17:27 PM WILSON FOR

\$1,000.00

\$1,000.00

\$1,000.00

Line: 3

Time Period: 9p-930p

197645 06840585 814820

08/20/12

:30 P3

9:07:56 PM WILSON FOR

\$1,000.00

\$1,000.00

\$1,000.00

Line: 4

Time Period: 930p-10p

197645 06840585 814820

08/20/12

:30 P3

9:58:50 PM WILSON FOR

\$700.00

\$700.00

\$700.00

Line: 5

Time Period: 930p-10p

197645 06840585 814820

08/18/12

:30 P4

WILSON FOR

\$325.00

\$325.00

\$325.00

Line: 6

Time Period: 6p-7p

197645 06840585 814820

08/18/12

:30 P3

6:36:03 PM WILSON FOR

\$200.00

\$200.00

\$200.00

Line: 7

Time Period: 7p-9p

197645 06840585 814820

08/15/12

:30 P2

7:24:00 PM WILSON FOR

\$2,000.00

\$2,000.00

\$2,000.00

\$6,225.00

\$6,225.00

\$6,225.00

\$6,225.00

\$6,225.00

\$6,225.00

[Sorted by: Line]

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE      ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b>	<b>Date:</b>
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I, Smart Media Group,

being/on behalf of: Heather Wilson, a legally

qualified candidate of the Republican political

party for the office of: US Senate

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

**Total Charges:**

# CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Heather Wilson  
 (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does ☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

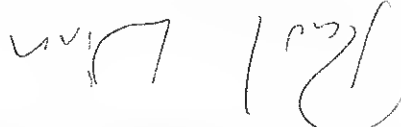
(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

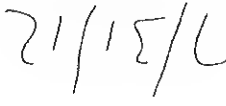
☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee



printed name



date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Wilson for Senate

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

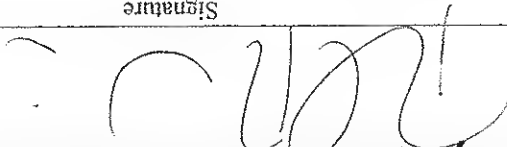
Mark Jarmie

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

Date  
7/31/12

Signature



**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title